

# iMedia Brands Inc - Strategy, SWOT and Corporate Finance Report

<https://marketpublishers.com/r/E928210CDD3EN.html>

Date: August 2022

Pages: 42

Price: US\$ 175.00 (Single User License)

ID: E928210CDD3EN

## Abstracts

iMedia Brands Inc Strategy, SWOT and Corporate Finance Report

### SUMMARY

iMedia Brands Inc Strategy, SWOT and Corporate Finance Report, is a source of comprehensive company data and information. The report covers the company's structure, operation, SWOT analysis, product and service offerings and corporate actions, providing a 360° view of the company.

### KEY HIGHLIGHTS

iMedia Brands Inc (iMedia) is a multiplatform interactive digital commerce company that provides multiple products and home shopping programming through online, television and mobile devices. The company offers jewelry and watches, home and consumer electronics, beauty and wellness products, and an assortment of apparel, outerwear, intimates, handbags, accessories and footwear. iMedia also offers television shopping experience on its television network, ShopHQ. The interactive video and digital commerce retail business is distributed through cable and satellite distribution agreements, agreements with telecommunications companies and arrangements with over-the-air broadcast television stations and OTT platforms. The company markets its products and programming also through mobile devices, including tablets, smartphones and also through social media channels. iMedia is headquartered in Minneapolis, Minnesota, the US

### SCOPE

Detailed information on iMedia Brands Inc required for business and competitor intelligence needs

A study of the major internal and external factors affecting iMedia Brands Inc in the form of a SWOT analysis

An in-depth view of the business model of iMedia Brands Inc including a breakdown and examination of key business segments

Intelligence on iMedia Brands Inc's mergers and acquisitions (MandA), strategic partnerships and alliances, capital raising, private equity transactions, and financial and legal advisors

News about iMedia Brands Inc, such as business expansion, restructuring, and contract wins

Large number of easy-to-grasp charts and graphs that present important data and key trends

## **REASONS TO BUY**

Gain understanding of iMedia Brands Inc and the factors that influence its strategies.

Track strategic initiatives of the company and latest corporate news and actions.

Assess iMedia Brands Inc as a prospective partner, vendor or supplier.

Support sales activities by understanding your customers' businesses better.

Stay up to date on iMedia Brands Inc's business structure, strategy and prospects.

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